

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

May 19, 1998

RJR Account #619822  
Mr. B. Finkle  
WUSTEFELD CO.

**JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750**

Dear Bruce:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

| <u>Promoted</u><br><u>Product</u> | <u>Brand Styles</u>  | <u>UPC Code</u> |
|-----------------------------------|----------------------|-----------------|
| 1                                 | Winston Box          | 12300-25379     |
| 2                                 | Winston Light Box    | 12300-25380     |
| 1                                 | Winston Ultra Lt Box | 12300-25381     |

Product / Premium Arrival: **June 29, 1998**  
Ship Date to Retail: **Week of: July 13, 1998**

**Displays (Item #542810)**  
SKU CUBE: **1.6113**  
SKU WT (w/o Product): **3.2200 lbs**  
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**  
EFT \$ Amount: **\$1,060.47**

PARTNERS 'BONUS' REPORTING DESCRIPTION

**WIN\_JUL\_\$1/2\_PKS**

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\$1.00 Off 2-Pack Tear Tape  
WUSTEFELD CO.

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**  
**Refer to enclosed 'Wholesaler Packing Instructions' for Display Load**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162306

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

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WHOLESALE : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>  
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO  
 TEMPLATE SEQ : 0916  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                 | ADDRESS            | CITY         | ST | ZIP   | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE #  |
|--------|--------|--------|----------------------|--------------------|--------------|----|-------|-----|-----|----------|----------|---------------|
| 162302 | 162320 | 177018 | MOOREWOOD IGA        | MAIN STREET        | NORTH CREEK  | NY | 12853 | 1   |     |          |          | (518)251-2775 |
| 162303 | 162324 | 420660 | MIAN PETROL          | 3036 BROADWAY      | SCHENECTADY  | NY | 12306 | 3   |     |          |          | (518)355-2101 |
| 162303 |        | 651685 | S&D CONVENIENT       | 951 STATE ST.      | SCHENECTADY  | NY | 12305 | 1   |     |          |          | (518)393-6171 |
| 162304 | 162325 | 619813 | BOB'S GROCERY        | 696 2ND AVENUE     | TROY         | NY | 12182 | 1   |     |          |          | (518)233-0478 |
| 162304 |        | 700518 | 2ND AVE LAUNDRY MAT  | 616 2ND AVE        | LANSINGBURG  | NY | 12182 | 1   |     |          |          | (518)238-1028 |
| 162305 |        | 516011 | BREAKABEEN MARKET    | RT. 30 & RT. 17    | MIDDLEBURGH  | NY | 12122 | 1   |     |          |          | (518)827-4731 |
| 162305 |        | 636360 | ZIMA MINI MARKET     | 155 HENRY JOHNSON  | ALBANY       | NY | 12206 | 1   |     |          |          | (518)465-5703 |
| 162305 |        | 733014 | STOP ONE MARKET      | 159 N ALLEN ST     | ALBANY       | NY | 12206 | 1   |     |          |          | (518)435-0466 |
| 162305 | 162322 | 362019 | LARK ST NEWS & GROCE | 252 LARK ST        | ALBANY       | NY | 12210 | 1   |     |          |          | (518)465-5800 |
| 162305 |        | 794531 | CAPITOL DISCOUNT     | 107 CENTRAL AVE    | ALBANY       | NY | 12206 | 1   |     |          |          | (618)427-9750 |
| 162305 |        | 794568 | CLINTON MARKET       | 484 CLINTON AVE    | ALBANY       | NY | 12206 | 1   |     |          |          | (518)434-4882 |
| 162305 | 162322 | 575489 | CAPITAL NEWS         | 232 WASHINGTON AV  | ALBANY       | NY | 12210 | 1   |     |          |          | (518)465-6925 |
| 162305 | 162322 | 636357 | R&A GROCERY          | 267 CENTRAL AVENUE | ALBANY       | NY | 12206 | 1   |     |          |          | (518)436-8475 |
| 162305 | 162326 | 733501 | DELAWARE NEWSROOMIN  | 454 DELAWARE AVE   | ALBANY       | NY | 12209 | 1   |     |          | 184857   | (518)465-4232 |
| 162305 | 162322 | 752669 | EMPIRE NEWS & GROCE  | 10 DELAWARE AVE    | ALBANY       | NY | 12210 | 1   |     |          |          | (518)426-1543 |
| 162305 | 162322 | 764401 | SAM'S SHOPPE         | 438 CENTRAL AVE    | ALBANY       | NY | 12206 | 1   |     |          |          | (000)453-9654 |
| 162305 | 162326 | 767623 | SUNNY'S DELI         | 334 DELAWARE AVE   | ALBANY       | NY | 12209 | 1   |     |          |          | (518)463-5306 |
| 162305 | 162326 | 769975 | .99 & MORE DISCOUNT  | 141 S PEARL ST     | ALBANY       | NY | 12202 | 1   |     |          | 99MORE   | (518)436-7618 |
| 162306 | 162326 | 700515 | AVERILL PARK MARKET  | 1636 BURDEN LAKE   | AVERILL PARK | NY | 12018 | 2   |     |          |          | (518)674-3821 |
| 162306 | 162326 | 681153 | ZENATH PETROLEUM     | RT. 66 & 9H        | GHENT        | NY | 12075 | 1   |     |          | COBBLE H | (518)828-5829 |
| 162306 |        | 717429 | STAR MINI MART       | 196 1ST ST         | TROY         | NY | 12180 | 1   |     |          |          | (518)274-6574 |
| 162306 |        | 600961 | RIVER STORE          | 867 RIVER ST       | TROY         | NY | 12180 | 1   |     |          |          | (518)273-7324 |
| 162306 |        | 665013 | SANEA PLACE          | 75 WASHINGTON AVE  | RENSSELAER   | NY | 12144 | 1   |     |          |          | (518)463-4573 |
| 162306 | 162325 | 727872 | AB GROCERY           | AB CONVENIENCE     | TROY         | NY | 12180 | 1   |     |          |          | (518)274-0162 |

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 27

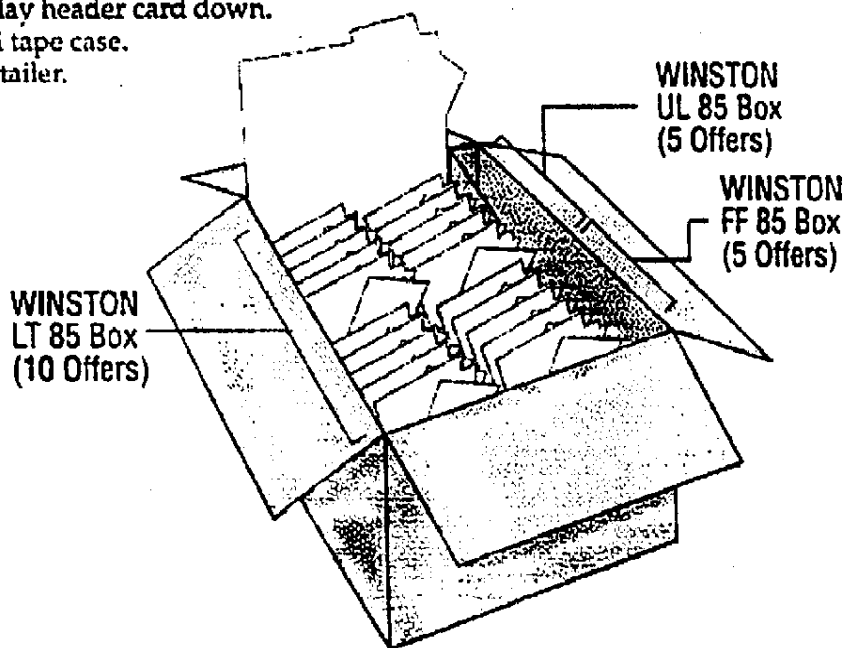
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**WHOLESALE PACKING INSTRUCTIONS**
**VALUE ADDED PROMOTION**
**3RD QTR. '98**

# July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

**STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

 MSA Promotion Reporting Description: WIN JUL \$1/2 PKS

| Brand Style       | Box | LT Box | ULT LT Box |  |  |  |
|-------------------|-----|--------|------------|--|--|--|
| Number of Cartons | 1   | 2      | 1          |  |  |  |

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# \$100 off with 2-pack purchase.

Lose the additives.

Save a  
buck

when you buy 2 packs.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

Lose the additives. Lose the additives.  
Save a buck Save a buck  
when you buy 2 packs. when you buy 2 packs.

No additives



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